AI Success Stories and Results

UNLOCKING GROWTH WITH PURPOSE-BUILT AI

At TP, Artificial Intelligence is more than a tool — it's a strategic engine embedded across industries, use cases, and outcomes.

We harness AI to unlock new revenue streams, elevate customer experiences, and enhance performance at scale — transforming how we deliver value to clients and how we run our own operations.

The stories in this booklet bring that impact to life. Behind every number is a real-world example of how TP's AI-powered orchestration creates measurable business value. And behind each success lies a simple belief: **AI works best when it's built with purpose, applied with precision, and powered by people.**

Top brands across industries are already boosting efficiency with TP's AI-powered solutions.

TP

A GLOBAL FOOD AND BEVERAGE SERVICES COMPANY

Increased average order value by 27% and NPS by 41%

CLIENT PROFILE

A global food and beverage services company, this client serves thousands of businesses with reliable delivery and tailored product offerings. With a growing customer base and evolving market dynamics, the client needed to modernize their sales approach to unlock new growth and better understand what drives customer loyalty.

BUSINESS CHALLENGES

To stay competitive and scale effectively, the client set three key priorities:

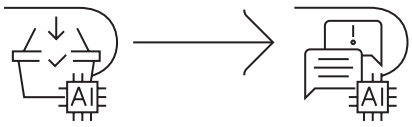
— Increase B2B sales revenue

— Predict customer churn with greater accuracy

— Understand communication preferences and buying behaviors

SOLUTIONS IMPLEMENTED

TP helped the client shift from traditional, in-person sales to a smarter, insight-led omnichannel model. Using TP Recommender, the team predicted churn accuracy and prioritized high-value leads to boost results. Meanwhile, TP Interact analyzed every customer interaction to uncover buying trends and key pain points. With these insights, a segmentation strategy was built, enabling more personalized offers and increasing average ticket value across the board.



TP Recommender predicted churn accuracy, helping prioritize leads and improve contact success rates.

TP Interact analyzed all customer interactions, revealing key pain points and buying trends that shaped smarter sales strategies.

REAL RESULTS

With AI and analytics at the core of their new sales model, the client increased revenue, deepened customer relationships, and improved retention.

11%

INCREASE IN TOTAL SALES TICKETS

27%

GROWTH IN AVERAGE DROP SIZE—RAISING TICKET VALUE FROM $15 TO $19

70%

ACCURACY IN CHURN PREDICTION, ENABLING SMARTER RETENTION EFFORTS

41%

BOOST IN NPS, REFLECTING STRONGER CUSTOMER ENGAGEMENT

A LEADING AMERICAN TECHNOLOGY COMPANY

38% improvement in sales conversions with interaction analytics

CLIENT PROFILE

A leading American technology company with a global footprint, this client delivers smart digital solutions across markets including the U.S., UK, India, Canada, Brazil, Australia, and Europe. Focused on performance and customer loyalty, the company sought to transform its sales operations while improving the customer journey.

BUSINESS CHALLENGES

To drive sustainable growth and meet the demands of a growing customer base, the client needed to optimize their sales approach and streamline quality assurance.

— Flat sales conversion performance

— Manual, time-consuming Quality Assurance (QA) processes

— High repeat contact rates within seven days

SOLUTIONS IMPLEMENTED

To scale performance with precision, the client partnered with TP to bring automation and intelligence to every sales interaction. With TP Interact analyzing 100% of conversations, QA audits became fully automated, while insights into NPS, refunds, and sales trends unlocked new opportunities for growth. A near real-time, post-facto predictive model helped pinpoint the real reasons behind each interaction by predicting the probable secondary contact reason for every primary driver—reducing follow-up calls and improving conversions. Custom scorecards gave teams real-time visibility—fueling smarter coaching and faster performance gains.

TP Interact analyzed 100% of conversations, automating QA and delivering sales, service, and NPS insights.

REAL RESULTS

By bringing together automation and deep insights, TP helped this global tech leader convert more sales, improve the customer experience, and reduce inefficiencies — all while scaling smarter across multiple countries.

38%

INCREASE IN SALES CONVERSIONS, UNLOCKING STRONGER RESULTS ACROSS REGIONS

14%

IMPROVEMENT IN NPS, DRIVEN BY MORE EFFICIENT AND PERSONALIZED EXPERIENCES

~26%

REDUCTION IN REPEAT CALLS THROUGH SMARTER, MORE EFFECTIVE RESOLUTIONS

100%

AUTOMATION OF QA AUDITS—FREEING UP RESOURCES FOR STRATEGIC IMPROVEMENT

GLOBAL CONSUMER ELECTRONICS COMPANY

35% more volume handled, powered by AI and human expertise

CLIENT PROFILE

A global consumer electronics company operating across Europe, this brand is known for its innovation and customer-centric approach. With a diverse portfolio of devices and smart solutions, the company relies on exceptional customer support to power its brand loyalty and global expansion.

BUSINESS CHALLENGES

To meet rising customer expectations and support the brand's aggressive growth strategy, the client needed to scale services without compromising quality.

— Limited support capacity for growing user base

— Restricted tech support hours

— Flatlining customer satisfaction metrics

SOLUTIONS IMPLEMENTED

To keep pace with growing demand, the brand teamed up with TP to reimagine support, infusing every interaction with intelligence, speed, and scale. Sam, a conversational AI chatbot, tackled everyday questions instantly and handed off complex issues to TP experts, complete with full context for a smooth, personalized experience.

With TP Interact, every conversation became a catalyst for improvement, revealing real-time insights to boost training and performance. And with StoryfAI, AI-powered translation made global support seamless, removing language barriers without slowing down the customer journey.

A conversational AI chatbot that answers simple questions instantly.

With TP Interact, 100% of conversations were analyzed turning every interaction into a source of actionable insight.

StoryfAI, TP's AI translation engine, removed language barriers and scaled support globally.

REAL RESULTS

A service experience that's fast, frictionless, and built for scale. Smarter tools led to stronger outcomes for both the business and its customers.

35%

INCREASE IN SUPPORT VOLUME HANDLED

30%

DROP IN COST-PER-CONTACT, DRIVEN BY AUTOMATION AND AI

55%

NPS LIFT, AS SATISFACTION CAUGHT UP WITH SERVICE SPEED

A MAJOR INTERNATIONAL BANK

177% revenue growth through smarter debt recovery

CLIENT PROFILE

A major international bank serving millions with financial services from credit cards to mortgages. Amid rising personal debt and shifting payment behaviors, the client needed a smarter, more customer-focused approach to collections — one that would drive recovery while respecting the customer journey.

BUSINESS CHALLENGES

As personal debt soared across the region, traditional collections models couldn't keep pace. The client needed to:

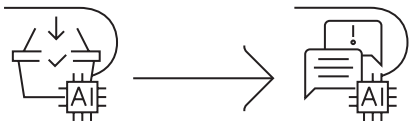
— Recover more debt across growing portfolios

— Uncover why customers were missing payments

— Expand collections coverage while maximizing efficiencies

SOLUTIONS IMPLEMENTED

With TP Recommender, the team used predictive analytics to pinpoint which customers were most likely to pay, prioritizing accounts and assigning the right experts to maximize results. TP Interact took it further, analyzing every conversation to understand why customers weren't paying, then optimizing contact timing, aligning outreach with payroll cycles, and matching TP experts to profiles with proven success. Together, these tools helped the bank scale faster, increase repayments, and expand new opportunities across its collection's portfolio.



TP Recommender, our AI predictive analytics engine, built a model to score each customer by their likelihood to pay.

TP Interact went deeper, analyzing 100% of interactions to uncover why customers weren't paying.

REAL RESULTS

By leveraging predictive intelligence and deep interaction insights, TP empowered the client to shift from reactive collections to proactive recovery. The result: better outcomes for the business and more meaningful conversations with every customer.

177%

REVENUE INCREASE FOR TP, DRIVEN BY A HIGHER VOLUME OF OBLIGATIONS AND NEW DELINQUENCY SEGMENTS

143%

GROWTH IN MANAGED SERVICES PORTFOLIO, COVERING MORE DEBT TYPES, MORE EFFECTIVELY

187%

INCREASE IN FULL TIME EMPLOYEES (FTES)

ABOUT US

TP is a strategic partner to the world's leading brands, delivering integrated digital solutions that blend advanced technology with human empathy. Guided by deep industry expertise, proven practices, and talented people, we orchestrate AI-powered experiences that deliver measurable outcomes. With over 1.5K clients across industries, TP has tackled complex challenges side by side with our clients — turning strategy into fast, smart, and impactful execution. By optimizing business processes and elevating customer experiences, we drive efficiency, build loyalty, and enable sustainable growth.

Emotional and Artificial Intelligence

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